

Message Text

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PAGE 01 LONDON 05940 201214Z

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FM AMEMBASSY LONDON

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: U.K. CCP FY 76, 3RD QUARTER PROGRESS REPORT

REF: CCP FOR U.K. FOR 1976

1. EMBASSY'S OVERALL SUBMISSION OF TOS AND LOS WELL AHEAD OF TARGET, WITH MOST CAMPAIGNS ACHIEVING OR EXCEEDING GOALS. EXCEPTION IS SPECIALIZED PACKAGING & BOTTLING MACHINERY WHICH CONTINUES TO LAG BADLY DESPITE EXTENSIVE RESOURCES DIRECTED INTO CAMPAIGN. RESPONSIBLE TEAM HAS HAD MASS MAILING AS WELL AS TWO SPECIAL AND EXTENSIVE FIELD TRIPS, IN ORDER REACH CONTACTS. BELIEVE FAILURE TO REACH GOALS THUS FAR INDICATES WE HAVE SERIOUSLY UNDER-ESTIMATED DAMAGE CURRENT INFLATION AND RECESSION HAS DONE TO INDUSTRY. THIS JUDGEMENT TENDS TO BE BORNE OUT BY INABILITY TO MOUNT PACKAGING SHOW AT PARIS TRADE CENTER RECENTLY. WE UNDERTAKING CRASH RESEARCH EFFORT PINPOINT PROBLEMS AND SUGGEST POSSIBLE METHODS FOR IMPROVING PERFORMANCE THIS AREA WHICH OF COURSE CRUCIAL TO SUCCESS OF LTC PACKAGING SHOW SCHEDULED FOR SEPTEMBER. AT MINIMUM IT APPEARS THAT LTC SHOW THEME WILL HAVE TO BE BROADENED TO INCLUDE INDUSTRIAL PACKAGING. OUR SUGGESTIONS WILL FOLLOW BY SEPTTEL.

2. AS NOTED PREVIOUS REPORTS, RECRUITMENT BSPS CONTINUES TO BE PROBLEM LARGELY BECAUSE OF FEE STRUCTURE.

3. WE FORMALLY RECOMMEND ELIMINATION ALL LO TARGETS IN COMPUTER CAMPAIGN. WITH ONLY ONE MAINFRAME MANUFACTURER

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PAGE 02 LONDON 05940 201214Z

HERE INDUSTRY DOES NOT LEND ITSELF THIS TYPE OF EXPLOIT-

ATION. WE WILL, HOWEVER, OVER-ACHIEVE TARGET FOR TOS
AND BSPS THIS CAMPAIGN.

4. FOREIGN BUYERS GROUP. PENDING REVIEW AFTER NEXT
QUARTERLY REPORT, WE SHALL CONTINUE CURRENT APPROACH TO
FBG PROGRAMS BECAUSE OF EXTENSIVE CONTACTS MADE, GOOD-
WILL DEVELOPED AND INTEREST GENERATED. WE HAVE COME TO
CONCLUSION, HOWEVER, CAN NO LONGER TIE OURSELVES TO
TARGET PARTICIPATION FIGURES SINCE WE ARE NOT GETTING
ADVANCE DOCUMENTATION IN TIME TO ALLOW EFFECTIVE
RECRUITMENT.

5. TOTAL OVERALL GOALS IN CCP SEEM WELL ON WAY TO BEING
ACHIEVED BY END OF CURRENT FISCAL YEAR.

6. SHOULD NOTE FOR RECORD THAT THESE ACHIEVEMENTS TOOK
PLACE THIS QUARTER DESPITE FACT THAT OVER 260 HOURS OF
PROFESSIONAL TIME WAS DEVOTED BY EMBASSY TO TRADE CENTER
RECRUITMENT AND OTHER BACKUP ACTIVITIES WHICH ARE
OUTSIDE OUR NORMAL RANGE OF RESPONSIBILITIES.

7. WE ALSO CONTINUE TO BE CONCERNED THAT LOCAL RECRUIT-
MENT FOR LTC SHOWS, WHICH SHOULD BE DONE FROM WASHINGTON,
IS NOT ONLY DIVERTING LTC AND COMMERCIAL BRANCH RESOURCES
FROM OTHER TASKS, BUT IS RESULTING, BY DEFINITION, IN A
MAJORITY OF OTM FIRMS AMONG EXHIBITORS AT LTC SHOWS.

8. U.S./U.K. BUSINESS DAYS. WE INITIATED FIRST OF
PROJECTED QUARTERLY U.S./U.K. BUSINESS DAYS IN GLASGOW
(SEE LONDON A-214 OF 3/18/76). SUCCESS OF THIS VENTURE
WILL LEAD TO INCORPORATION SIMILAR EVENTS AS NON-
CAMPAIGN ITEM IN FUTURE CCPS.
ARMSTRONG

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